

storm[®] for Higher Education

Contact Centre for the Higher Education Sector

THE PROBLEM

Students, both domestic and international, are key to the success of universities. In order to ensure that they have the right number, and the right quality, of students, educational establishments need to have effective and competitive student recruitment programs.

Clear and encouraging engagement with prospective students is key, at every stage in the process from student recruitment through to clearing. At the same time, it's critical that you deliver a personal service, making effective use of any data previously captured.

On top of this, you need to ensure that your solution has the capacity to deal with the tremendous spike in demand that comes with the Clearing process.



THE SOLUTION

In order to impress applicants, universities need to be able to handle enquiries in a streamlined manner, over the channel of their choice. Rather than limiting them to phone calls and emails, you need to be offering advice over social media and digital channels.

When it comes to results day, universities need a solution that can rise to the challenge and drive student recruitment and clearing, rather than driving away prospective students through long queues and dropped calls.

storm[®] brings the power and depth of functionality that a market-leading contact centre offerings delivers. It allows universities of all sizes to offer prospective students targeted and timely communications, over the channel of their choice. At the same time, it boosts operational efficiency through practically unlimited scalability, and intelligent reporting.



KEY FEATURES

- Allow students to engage with your student recruitment team on multiple channels.
- Keep track of prospective student engagement to ensure you provide seamless customer journeys.
- Provide sophisticated reporting, allowing you to track engagement and increase conversions.
- Dramatically reduce call abandonment rates, increasing revenue.
- Improve the applicant experience.
- Automate some BAU enquiries that can be self-served, freeing your agents to handle revenue-critical inquiries.
- Replicate your existing service with all agents working from home (including sophisticated supervisor functionality).



BUSINESS IMPACT

"A-level results day represents our contact centre's busiest time in the academic calendar. We can receive up to a thousand student enquiries within the space of an hour, which in a typical year outstrips the capabilities of our on-premise infrastructure. In 2014, **storm** helped us to better meet this challenge. Its effectively unlimited capacity for contact handling, with vast numbers of simultaneous enquiries queued in the cloud, enabled us to automatically scale up our contact centre's capacity and address the excess traffic. Furthermore, the College only paid for the actual capacity it used; we were thus able to respond to 99% of enquiries whilst comfortably staying within budget."

Project Manager, King's College London